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'Natural' Purezero Shampoo Is Packed With Synthetic Ingredients, Nationwide Lawsuit Alleges

By Jessy Edwards | April 8. 2021

Category: Beauty

Products

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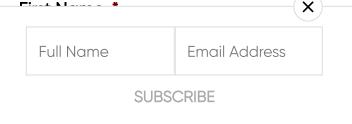
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In a nationwide class action lawsuit filed Tuesday in the Western District of Pennsylvania, Plaintiff Rachel D.
Binakonsky alleges JM Brands LLC breached state consumer laws and federal warranty laws when it marketed its shampoo as being 'natural.'

The class action lawsuit says JM
Brands sells the Purezero brand in an attempt to capitalize on consumer demand for **health-focused** and "natural" personal care products.

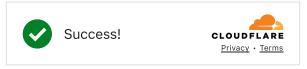
"As [JM Brands] knows, the vast majority of its 'natural' products contain synthetic and abrasive chemical ingredients," the lawsuit alleges.

"Thus, the statements on [Purezero's] product labels claiming that the

products are 'patural' are false

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a list of synthetic materials that are only listed in tiny print on the back of the bottles, and even then don't outright say the ingredients are synthetic.

The ingredients include phenoxyethanol, ethylhexylglycerin, and caprylyl glycol, which are all classed as synthetic, the lawsuit states. Binakonsky said other ingredients include synthetic emulsifiers, fillers, skin conditioners, water repellents, viscosity agents and fragrances.

"Consumers are not experts in the chemical make-up or names of the ingredients disclosed in fine print on the back of the labels and, based on the 'natural' representations headlining the Products' labeling, reasonably believe that the Products



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She is seeking certification of the Class, damages, restitution, interest, fees, a jury trial and an order stopping the company from selling allegedly misbranded products.

Manufacturers of beauty products often find themselves facing legal action over the use of the word 'natural.'

In December last year, the maker of Selsun Blue faced a class action lawsuit from a consumer who claims the company's supposedly natural anti-dandruff shampoo actually contains a number of synthetic ingredients.

One month prior, Pantene Pro-V products were accused of being misrepresented as "natural," in a **class** action lawsuit against Procter &

Camble

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Stellan I. Keeton of the Keeton Firm

LLC. Counsel information for JM

Brands was not immediately available.

The JM Brands Not Natural Class

Action Lawsuit is *Binakonsky v. JM*

Brands LLC, Case No. 2:21-cv-00444,

in the U.S. District Court for the

Western District of Pennsylvania.

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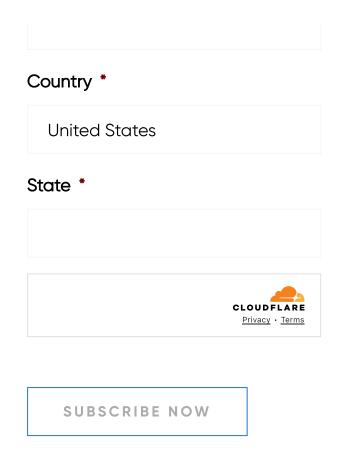
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106 thoughts on 'Natural' Purezero Shampoo Is Packed With Synthetic Ingredients, Nationwide Lawsuit Alleges

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reason. I thought it was health issues or diet or stress. I'm the healthiest I've ever been though. I used to have beautiful down my back long shiny beautiful thick hair and now my hair is bland dry brittle broken and shedding and thinning

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Ashley says:

May 23, 2024 at 10:55 pm

I have been using this shampoo and conditioner months now and my hair is failing out in giant clumps. It's dry brittle and my color is lackluster and fading. No matter how much conditioner I use my hair is still knotty dry and hard feeling in the shower. I lose giant handfuls of hair all day every day and it just falls out and can drop out naturally for no reason. I thought it was health issues or diet or stress. I'm the healthiest I've ever been though. I used to have beautiful down my back long shiny beautiful thick hair and now my hair is bland dry brittle broken and shedding and thinning

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Jodi Kamae says:

September 12, 2022 at 11:25 am

add me

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